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| APPLICATION NO. | FILING DATE | FIRST NAMED INVENTOR  | ATTORNEY DOCKET NO. | CONFIRMATION NO. |
|-----------------|-------------|-----------------------|---------------------|------------------|
| 09/973,349      | 10/09/2001  | Douglas Charles Pratt | 2001P07594 US01     | 5262             |

7590 10/16/2007  
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| EXAMINER |
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GYORFI, THOMAS A

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| ART UNIT | PAPER NUMBER |
|----------|--------------|

2135

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| MAIL DATE | DELIVERY MODE |
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10/16/2007

PAPER

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

# Office Action Summary

Application No.

09/973,349

Applicant(s)

PRATT, DOUGLAS CHARLES

Examiner

Tom Gyorfi

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

## Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

## Status

- 1) ☒ Responsive to communication(s) filed on 02 August 2007.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

## Disposition of Claims

- 4) ☒ Claim(s) 1-20 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-20 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

## Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

## Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
  - ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

## Attachment(s)

- ☒ Notice of References Cited (PTO-892)
- ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- ☐ Information Disclosure Statement(s) (PTO/SB/08)  
Paper No(s)/Mail Date \_\_\_\_\_
- ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date \_\_\_\_\_
- ☐ Notice of Informal Patent Application
- ☐ Other: \_\_\_\_\_

### **DETAILED ACTION**

1. Claims 1-20 remain for examination.

#### ***Continued Examination Under 37 CFR 1.114***

2. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 8/2/07 has been entered.

#### ***Response to Arguments***

3. Applicant's arguments with respect to claims 1-20 have been considered but are moot in view of the new ground(s) of rejection.

#### ***Claim Rejections - 35 USC § 103***

4. The text of those sections of Title 35, U.S. Code not included in this action can be found in a prior Office action.
5. Claims 1-20 are rejected under 35 U.S.C. 103(a) as being unpatentable over Nenov et al (U.S. Patent 7,062,509) in view of Rothschild (U.S. Patent 6,430,554).

Referring to Claim 1:

Nenov discloses a method for determining identifier codes for an object associated with a plurality of identifier codes by a corresponding plurality of entities, comprising the activities of:

receiving a first message including at least a first identifier code identifying an object, said first identifier code being associated with a first entity (col. 17, lines 20-30);

extracting said first identifier code from said received first message (Ibid);

accumulating, in a first database, identifier code mapping information from identifier codes derived from data representing messages supporting commercial transactions and sent between entities desiring to effect a commercial transaction (col. 18, lines 10-50);

and receiving said different identifier codes corresponding to said first identifier code in response to communicating a plurality of messages (Ibid; col. 8, lines 25-40).

While Nenov is primarily concerned with establishing a database that maps a single product identifier in lieu of the plurality of identifiers used by a plurality of product manufacturers, Nenov is silent regarding that system actively soliciting the required information. However, Rothschild discloses the ability to find individual product identifiers from various manufacturers, comprising generating a plurality of messages incorporating said extracted first identifier code, said plurality of messages being for initiating a search of a plurality of different remote identifier code databases including said first database, said databases linking said first identifier code associated with said first entity to corresponding different identifier codes, said different identifier code being associated with entities different to said first entity (col. 3, line 30 – col. 4, line 15; col. 7,

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lines 50-60). It would have been obvious to one of ordinary skill in the art at the time the invention was made to be able to query the Nenov invention to discern additional product identifiers for the product database for standardization. The motivation for doing so would be to simplify the experience of searching for a product (Rothschild, col. 3, lines 10-15).

Referring to Claim 15:

Nenov discloses a method for determining a specific identifier code for an object associated with a plurality of identifier codes by a corresponding plurality of entities, comprising the activities of:

receiving a first message including at least a first identifier code identifying an object, said first identifier code being associated with a first entity (col. 17, lines 20-30);

deriving said first identifier code from said received first message (Ibid);

accumulating, in a first database, object identifier code mapping information from identifier codes derived from data representing messages supporting commercial transactions and sent between entities desiring to effect a commercial transaction (col. 18, lines 10-50);

receiving said second identifier code corresponding to said first identifier code in response to communicating said second message (Ibid; cf. col. 8, lines 25-40).

While Nenov is primarily concerned with establishing a database that maps a single product identifier in lieu of the plurality of identifiers used by a plurality of product manufacturers, Nenov is silent regarding that system actively soliciting the required

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information. However, Rothschild discloses the ability to find individual product identifiers from various manufacturers, comprising generating a second message incorporating said derived first identifier code, said second message being for initiating a search of said first database mapping said first identifier code associated with said first entity to a corresponding second identifier code identifying said object and said second message incorporates data representing rules determining conduct of said search of said identifier code database, said second identifier code being associated with a second entity different to said first entity (col. 3, line 30 – col. 4, line 15; col. 7, lines 50-60). It would have been obvious to one of ordinary skill in the art at the time the invention was made to be able to query the Nenov invention to discern additional product identifiers for the product database for standardization. The motivation for doing so would be to simplify the experience of searching for a product (Rothschild, col. 3, lines 10-15).

Referring to Claim 16:

Nenov discloses a method for determining identifier codes for an object associated with a plurality of identifier codes by a corresponding plurality of entities, comprising the activities of:

receiving a first message including at least a first identifier code identifying an object, said first identifier code being associated with a first entity (col. 17, lines 20-30);  
deriving said first identifier code from said received first message (Ibid);

accumulating, in a first database, object identifier code mapping information from identifier codes derived from data representing messages supporting commercial transactions and sent between entities desiring to effect a commercial transaction (col. 18, lines 10-50);

receiving said different identifier codes corresponding to said first identifier code in response to communicating said second message (ibid; cf. col. 8, lines 25-40);

and updating said remote identifier code databases to incorporate corresponding received identifier codes identifying said object (col. 18, lines 33-52).

While Nenov is primarily concerned with establishing a database that maps a single product identifier in lieu of the plurality of identifiers used by a plurality of product manufacturers, Nenov is silent regarding that system actively soliciting the required information. However, Rothschild discloses the ability to find individual product identifiers from various manufacturers, comprising generating a plurality of messages incorporating said derived first identifier code, said plurality of messages being for initiating a search of said first database and a remote identifier code database, said databases linking said first identifier code associated with said first entity to corresponding different identifier codes identifying said object, said different identifier code being associated with entities different to said first entity (col. 3, line 30 – col. 4, line 15; col. 7, lines 50-60). It would have been obvious to one of ordinary skill in the art at the time the invention was made to be able to query the Nenov invention to discern additional product identifiers for the product database for standardization. The

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motivation for doing so would be to simplify the experience of searching for a product (Rothschild, col. 3, lines 10-15).

Referring to Claim 17:

Nenov discloses a method for providing identifier codes for an object associated with a plurality of identifier codes by a corresponding plurality of entities, comprising the activities of:

receiving from a remote source a first message including at least a first identifier code identifying an object, said first identifier code being associated with a first entity and said first message requesting determination of a specific identifier code for said object (col. 17, lines 20-30);

deriving said first identifier code from said received first message (Ibid);

accumulating, in a first database, object identifier code mapping information from identifier codes derived from data representing messages supporting commercial transactions and sent between entities desiring to effect a commercial transaction (col. 18, lines 10-50);

receiving said different identifier codes corresponding to said first identifier code in response to said initiated search of said plurality of different identifier code databases (Ibid; col. 8, lines 25-40); and

providing said different identifier codes to said remote source (Figure 8).

While Nenov is primarily concerned with establishing a database that maps a single product identifier in lieu of the plurality of identifiers used by a plurality of product

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manufacturers, Nenov is silent regarding that system actively soliciting the required information. However, Rothschild discloses the ability to find individual product identifiers from various manufacturers, comprising initiating a search of a plurality of different identifier code databases including said first database, said databases linking said first identifier code associated with said first entity to corresponding different identifier codes identifying said object, said different identifier codes being associated with entities different to said first entity using said extracted first identifier code (col. 3, line 30 – col. 4, line 15; col. 7, lines 50-60). It would have been obvious to one of ordinary skill in the art at the time the invention was made to be able to query the Nenov invention to discern additional product identifiers for the product database for standardization. The motivation for doing so would be to simplify the experience of searching for a product (Rothschild, col. 3, lines 10-15).

Referring to Claim 19:

Nenov discloses a system for identifier codes for an object associated with a plurality of identifier codes, comprising:

a communication processor for bidirectionally communicating with applications (col. 11, lines 28-35);

a plurality of different remote identifier code databases including a first database incorporating object identifier code mapping information accumulated from identifier codes derived from message data (first database at col. 2, lines 40-55; Examiner takes

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Official Notice that each of the manufacturers, distributors, etc. would maintain their own databases to produce the messages processed by the Nenov system);

a first application for:

updating at least one of said plurality of different databases to incorporate corresponding different identifier codes identifying said object (col. 18, lines 33-52); and

providing said different identifier codes corresponding to said first identifier code in response to said initiated search of said plurality of different identifier code databases via said communication processor (Figure 8).

While Nenov is primarily concerned with establishing a database that maps a single product identifier in lieu of the plurality of identifiers used by a plurality of product manufacturers, Nenov is silent regarding that system actively soliciting the required information. However, Rothschild discloses the ability to find individual product identifiers from various manufacturers, comprising initiating a search of said plurality of different remote databases to translate a first identifier code identifying an object associated with a first entity and corresponding different identifier codes identifying said object in said commercial transaction, said different identifier codes being associated with entities different to said first entity, in response to receiving a message including a plurality of corresponding identifier codes identifying said object and provided by remote applications (col. 3, line 30 – col. 4, line 15; col. 7, lines 50-60). It would have been obvious to one of ordinary skill in the art at the time the invention was made to be able to query the Nenov invention to discern additional product identifiers for the product

database for standardization. The motivation for doing so would be to simplify the experience of searching for a product (Rothschild, col. 3, lines 10-15).

Referring to Claim 2:

Nenov and Rothschild disclose the limitations of Claim 1 above. Nenov and Rothschild further disclose wherein messages supporting commercial transactions are messages effecting commercial transactions including purchase or sale of goods (Rothschild, col. 3, lines 15-25 and 35-50), and including the activity of updating said plurality of databases to incorporate said different identifier codes identifying said object (Nenov, col. 18, lines 33-52).

Referring to Claim 3:

Nenov and Rothschild disclose the limitations of Claim 1 above. Nenov further discloses said mapping information supports translation of an identifier code within a message as the message passes through an interface processor (col. 11, lines 35-45; element 56 of Figure 3).

Referring to Claim 4:

Nenov and Rothschild disclose the limitation of Claim 3 above. Nenov and Rothschild further disclose the activity of communicating said plurality of messages to applications useable for initiating a search of said plurality of different remote identifier code databases (Rothschild, col. 2, lines 30-50), said mapping information supports the

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translation of an identifier code within a message as the message passes through an interface processor without any action affecting the translation by either a sending system or receiving system (Nenov, col. 11, lines 35-50).

Referring to Claims 5 and 20:

Nenov and Rothschild disclose the limitations of Claims 1 and 19 above. Nenov further discloses, wherein a message of said plurality of messages initiates a prioritized search of said a database and an object comprises at least one of, (i) an article of manufacture, (ii) a service and (iii) a non-manufactured item (col. 6, lines 40-55) and an entity comprises at least one of, (a) an object retailer, (b) an object wholesaler, (c) an object distributor, (d) an object manufacturer, (e) an object servicing enterprise and (f) an object seller (col. 6, lines 5-40).

Referring to Claim 6:

Nenov and Rothschild disclose the limitations of Claim 5 above. Rothschild further discloses, wherein said prioritized search of said database searches first for a purchaser product identifier code identifying said object and subsequently for a manufacturer product identifier code identifying said object (col. 5, lines 1-50).

Referring to Claim 7:

Nenov and Rothschild disclose the limitations of Claim 1 above. Nenov and Rothschild further disclose, wherein said extracting activity comprises deriving said first

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identifier code and a corresponding third identifier code identifying said object from said received first message (Nenov, col. 13, lines 13-35), and said generating step generates a plurality of messages incorporating said derived first and third identifier codes. (Rothschild, col. 6, lines 35-55).

Referring to Claim 8:

Nenov and Rothschild disclose the limitations of Claim 7 above. Nenov and Rothschild further discloses, wherein said first identifier code comprises a purchaser product identifier code (Nenov, col. 13, lines 13-35) and said third identifier code comprises a manufacturer product identifier code (Ibid) and a message of said plurality of messages initiates a prioritized search of a database involving searching first for said purchaser product identifier code and subsequently for a manufacturer product identifier code (Rothschild, col. 6, lines 35-55).

Referring to Claim 9:

Nenov and Rothschild disclose the limitations of Claim 1 above. Nenov further discloses wherein said mapping information supports translation of an identifier code within a message as the message passes through an interface processor without any action affecting the translation by either a sending system (col. 11, lines 35-50).

Referring to Claim 10:

Nenov and Rothschild disclose the limitations of Claim 1 above. Rothschild further discloses wherein messages supporting commercial transactions are messages effecting transactions including purchase or sale of goods (col. 3, lines 15-25 & 35-50).

Referring to Claim 11:

Nenov and Rothschild disclose the limitations of Claim 1 above. Nenov further discloses, including the activity of communicating said plurality of messages to applications for accessing said databases using at least two of, (a) Hypertext Transfer Protocol (HTTP), (b) Simple Object Access Protocol (SOAP) and (c) XML (Extensible Markup Language) (col. 7, lines 40-55).

Referring to Claim 12:

Nenov and Rothschild disclose the limitations of Claim 1 above. Nenov further discloses, wherein said method comprises an identifier code mapping application and said identifier code mapping application and one of said plurality of different remote identifier code databases are co-located on the same processor, said processor comprising one of (a) a server, (b) a PC (c) a wireless device, (d) a mainframe computer and (e) another networked processing device ().

Referring to Claim 13:

Nenov and Rothschild disclose the limitations of Claim 1 above. Nenov and Rothschild further disclose, wherein messages supporting commercial transactions are

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messages effecting commercial transactions including purchase or sale of goods (Rothschild, col. 3, lines 15-25 & 35-50) and said mapping information supports translation of an identifier code within a message as the message passes through an interface processor without any action affecting the translation by either a sending system or receiving system (Nenov, col. 11, lines 35-50) and at least one of said first and said different identifier codes comprise one of (a) a Universal Product Code and (b) a code associated with a bar code (Nenov, col. 10, lines 1-5; Rothschild, col. 2, 35-40).

Referring to Claim 14:

Nenov and Rothschild disclose the limitations of Claim 1 above. Rothschild further discloses, wherein said first message is received from an application initiating a transaction (col. 3, lines 15-25 and 35-50), and including the activity of forwarding a composite message to a destination application in support of said transaction, said composite message being created including information derived from said first message and including one of said different identifier codes (col. 5, lines 1-50).

Referring to Claim 18:

Nenov and Rothschild disclose the limitations of Claim 17 above. Nenov further discloses the activity of generating a record of said search and provision of said different identifier codes for use in at least one of, (a) billing, and (b) creating a transaction record (col. 16, lines 10-30).

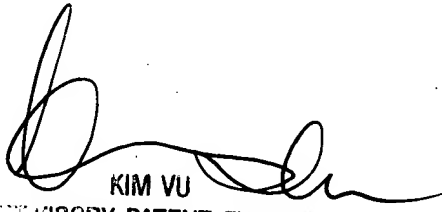
**Conclusion**

6. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Tom Gyorfi whose telephone number is (571) 272-3849. The examiner can normally be reached on 8:30am - 5:00pm Monday - Friday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Kim Vu can be reached on (571) 272-3859. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

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10/12/07

  
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